CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 13, No. 38 TORONTO, OCTOBER 6, 1948 $2.00 Per Annum

195 New Theatres Since War

About 80,000 Seats Added To 1945 Trade Total Of 727,041

How many theatre structures have been erected in Canada since Ottawa dropped the building ban in December, 1945? According to Canadian Film Weekly records, which we are sure come close to the actual number, 195 new theatres, among them eight drive-ins, have been provided for Dominion theatregoers up to this date. These are located in communities of all sizes, some of which now have theatres for the first time. Perhaps a score more will be added before the beginning of the new year.

Canadian Film Weekly records, compiled from direct information or press reports in

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Downtown, Tor. 20th Flagship

Another theatre of rare design and unusual appeal will be available to Toronto theatregoers on October 9th, when 20th Century Theatres opens its 62nd unit, the Downtown. Located at Yonge Street and Dundas Square, in the heart of the city's busiest thea-

(Continued on Page 3)

Thinks Television Exhib Nightmare

Black, indeed, is the future of the motion picture exhibitor when home television becomes as widespread as radio—if one is to accept the opinions of Bernard B. Smith as expressed in the September issue of Harper's. Smith, who represents a variety

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M. Scheine Toronto E-L Office Mgr.

Office manager of the Toronto branch of Eagle-Lion Films and city sales representative is Max Scheine, who has been transferred from the Vancouver sales staff. He was promoted by Frank Fisher, E-L head man in Canada.

Scheine, who entered the industry in Toronto in 1922 via the theatre side, served in the RCAF and won the British Empire Medal. He joined Eagle-Lion in August, 1946 and was sent to Vancouver.

Courtland To Star

Jerome Courtland will star in Columbia's "Make Believe Ballroom."

HOLIDAY OWL SHOWS IN TORONTO

Toronto Board of Police Commissioners, at the request of the Motion Picture Theatres Association of Ontario, has agreed to amend the present bylaw relating to midnight shows and from now on they may be put on before every statutory holiday. The bylaw, before amended, stipulated Christmas Eve and New Year's Eve as the only nights that midnight shows were allowed.

The new ruling permits midnight shows for May 24th, Civic Holiday, Labor Day, Thanksgiving Day, Christmas and New Year's. The first one will be held on Thanksgiving Day.

A. H. Jolley, MPTAO secretary, interested Mayor McCallum, a member of the Police Commission, in the exhibitor's view.

Howard Knevels Dies After Long Illness

Well-known in the Canadian motion picture industry, Howard Knevels passed away recently in Montreal after an illness of considerable duration. He was 48 years old.

Knevels came to Canada from Elkhart, Indiana, many years ago with his brother Robert, now manager of the Capitol, Windsor. He managed outstanding Famous Players or affiliated theatres in a number of Canadian cities, among them the Imperial, Toronto, and Loew's Montreal.

Several years ago he became Canadian publicity director for United Artists but withdrew because of periodic illness and took up residence in Montreal. He was a member of the Canadian Picture Pioneers.

Price To Direct

Will Price will direct RKO's "Sam Wynne."

Two Added To Cast Of Mono's 'Bad Boy'

Producer Paul Short has signed Lloyd Nolan and Jane Wyatt to star with Audie Murphy in "Bad Boy" for Allied Artists' release.

Sponsored by Variety Clubs International, "Bad Boy" has Nolan cast as Marshall Brown, director of the Variety Club Boys' school at Copperas Cove, Tex. He was chosen for the role when 90 of 100 major and independent circuit heads selected him from a list of 10 stars submitted.

Warren William, 53 Dies In Hollywood

Warren William, veteran movie actor and sportsman, passed away of a rare virus blood disease at the age of 53 in Hollywood after an illness of ten months.

Williams, born Warren Krech in Aitkin, Minnesota, first appeared on the New York stage, then broke into films with Warner Brothers, later affiliating with other producers. He starred or was featured in many important productions, appearing in films until shortly before becoming ill.

TOA Men Given Gloomy Picture

Pessimism about the future of both the USA film production and exhibition fields was the keynote of the second annual convention of the Theatre Owners of America, which was held recently in Chicago. The guest speakers were Barney Balaban,

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FPC Construction Program To Date

The following theatres have been built since the war by Famous Players and associates and are now in operation. The cost of building and equipping these theatres was in the neighborhood of $3,000,000. Their total seating capacity is 10,856. Name

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Television Licenses Said Applied For

Canadian theatre circuits are said to be among those whose applications for television channels will be heard soon at a sitting of Canadian Broadcasting Corporation officials.

Playing Time Asked By Peru Thespians

The Peruvian Actors Union' has appealed to the government to limit motion picture showings and give legitimate actors a chance to display their talents.

The union petitioned for a decree ordering all Peruvian movie houses to devote at least one day a week to stage performances "to relieve the situation in which the country's actors find themselves because of lack of opportunity to act."

A committee representing the government, actors and exhibitors was named to study the petition.

WORLD PREMIERE DOWNTOWN, TORONTO
EAGLE LION (HOLLYWOOD)'S "LET'S LIVE A LITTLE" FROM INTERNATIONAL FILM DISTRIBUTORS
HEDY LAMARR ROBERT CUMMINGS

To that memorable list of superb romantic comedies in every exhibitor's recollection of long runs, record-smashing grosses and huge profits,

Now Add...

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FRED MacMURRAY · MADELEINE CARROLL

a peach of a pair in that delightful, justrightful, "not-so-innocent"

"An Innocent Affair"

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CHARLES 'BUDDY' ROGERS · RITA JOHNSON
LOUISE ALLBRITTON · ALLAN MOWBRAY

Original Screenplay by Lou Breslow and Joseph Hoffman
Directed by Lloyd Bacon · A James Nasser Production

right now, just right thru **UA**

TOA Men Given Gloomy Picture

(Continued from Page 1)

president of Paramount Pictures, of which Famous Players Canadian Corporation is a subsidiary; Spyros Skouras, chief of 20th Century-Fox, which has exhibition interests also; Wayne Coy, chairman of the Federal Communications Commission; and Edward H. Foley, Jr., Under-Secretary of the Treasury.

Both Balaban and Skouras emphasized that the present is a time of grave crisis for the motion picture industry at home and abroad and that its stability is in serious danger.

Production is operating at a loss today and no one can guarantee a continued flow of product to theatres under present conditions, Balaban told the exhibitors. Asking for greater accord between exhibitors and distributors, Balaban said that much of the industry's future troubles will come through having allowed differences to be argued in public and settled by the government and the courts.

Skouras told the 400 TOA men, who represent about half of the USA's 18,000 theatres, that even successful companies are now operating on a margin of profit so small that it could be wiped out easily. He was "scared to death" that some exhibitors, searching for business, would begin a price-cutting movement. This, Skouras said, would be disastrous for production and exhibition in the long run.

Since foreign income was "a thing of the past," the major support for production must come from domestic sources, and reduced rentals through lower prices would eventually affect the supply of films from Hollywood. The exhibitor's investment must be protected by supporting Hollywood, since the European market would not be regained, for foreign governments now "realize the importance of the motion picture."

Nor did Wayne Coy give the TOA men any comfort. Warning that television is a fact and that exhibitors had better learn to live with it, Coy advised co-operation or aggressive competition. Movie interests were asleep in the early days of television and still are. They passed up the chance to acquire channels and now the best are held by broadcasting companies.

Discussing the varied nature of television entertainment, he said: "You are wondering who will stand in the queue buffeted by the wind, the rain and the snow to see your show when he can see all that without stirring from his easy chair."

The patron would get more than he ever got before from the exhibitor "in the coming battle between celluloid and electronics." He suggested, to cope with home competition, that exhibitors use their screens for local talent and news, as radio does. Stages should be used for broadcasting television attractions and feature films should be televised as a means of advertising.

Foley told the listeners that the Treasury would make no early tax reductions.

During the sessions, which lasted two days, Arthur H. Lockwood of Winsted, Connecticut, was elected president, succeeding Ted R. Gamble of Portland, Oregon. Nat Williams of Rome, Georgia, succeeded Leonard H. Goldenson of New York as first vice-president.

'They Live By Night'

"They Live By Night" is the release title for the RKO production starring Cathy O'Donnell, Farley Granger and Howard Da Silva.

195 New Pic Theatres Since War Ended

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local papers, show that 99 theatres are now under construction and 102 are projected. Part of present building activity is the reconstruction of six theatres destroyed by fire to add to the three already finished and these will be increased by four if projected replacements eventually become a reality.

In the following table the letter O means theatres opened, U indicates those under construction and P the ones projected.

Province	O	U	P
Ontario	67	34	39
Quebec	46	37	16
British Columbia	14	10	25
Alberta	6	7	8
Saskatchewan	30	5	4
Manitoba	14	3	1
Nova Scotia	11	3	6
New Brunswick	6	—	3
Prince Edward Is.	1	—	1
	—	—	—
	195	99	103

Any information that would make these figures as up-to-date as possible will be appreciated by this publication.

When the houses under construction as of this date are added to those erected since the war, Canada will have about 300 theatres and if 50 per cent of the projected ones eventually become a fact the number will be about 350, an increase of about 25 per cent since the war years.

This is a remarkable example of theatre expansion, one which is perhaps not being matched in any other country.

Theatres built in Canada since the beginning of 1946 have added more than 80,000 seats to its total capacity. This figure is for two years and nine months. Figures from the distributors' association show that in 24 months of 1946 and 1947 the number of seats added was 54,196.

The number of theatre seats in Canada during 1947, as recorded by the distributors, was 826,237 for 1,606 theatres of every type showing 35 mm. films. In 1944 seats numbered 704,814 and in 1945, because of closed theatres being reopened, the figure jumped to 727,041.

It is estimated that the theatre building boom will have added from 125,000 to 150,000 seats to Canada when it peters out. The Dominion's seating capacity will have grown by about 20 per cent in a few years.

The cost of the building program is hard to estimate. Famous Players and associates have erected 14 theatres, with a total of 10,856 seats, since restrictions were lifted and these cost about $3,000,000. Fifteen theatres are now under construction at an estimated cost of more than $4,000,000.

'When a Man's a Man'

Producers Julian Lesser and Frank Melford have borrowed Carole Mathews from Paramount to star with Cathy Downs, Guy Madison and Rory Calhoun in their Allied Artists' release, "When a Man's a Man."

'The Black Hand'

"The Black Hand," an original story by Leo Townsend, based on the breaking up of the notorious Sicilian criminal society in the USA by a New York detective and a young Italian-American, will be made by MGM.

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HYE BOSSIN, Managing Editor

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Downtown, Tor. 20th Flagship

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tre sector, it will seat 1,050. Martin Simpson, formerly of the Century, Hamilton, will assume the task of management.

Twentieth Century Theatres' executives, such as President N. A. Taylor and Myer Axler, head of the circuit's construction program, have sought for something in theatre development that will set the pace for architects of future structures of the type and they feel that they have accomplished their aim. The Downtown will be the flagship of the circuit.

The lower part of the exterior of the building is faced with travertine, and on the Yonge Street side a large window allows passersby a view of the foyer area, the lower lounge and the grand staircase. It is an arresting sight. The electrical display sweeps around the building on both streets and is one of the largest in Canada.

Unusual in auditorium design are the fully draped walls, made in fibreglass cloth, which sweeps from the balcony to the end of the auditorium. The auditorium walls have been splayed for best accoustical results and every surface has been covered with the most suitable material.

Every possibility of comfort and enjoyment for the patron has been explored, with rest-room music, Simplex sound, air conditioning, etc., having been installed.

The theatre, which was designed by Kaplan & Sprachman, seats 750 in the orchestra and 350 in the balcony. The general contractors are the Dalton company and the consulting engineer Dr. Karl B. Rybka. Total cost of land, building and equipment will reach $500,000.

The mayor of Toronto will officiate at the opening ceremonies, which will be along the lines of a Hollywood premiere.

Russian Film Pact In Final Stage

Eric Johnston, president of the Motion Picture Association of America who is at present in Europe, issued a statement recently that a film agreement with Russia seemed certain and that final details would be worked out on his return to the USA.

He said that he was hopeful of selling at least ten American-produced films to the USSR annually from a list that the MPAA will submit. He also stressed that the Soviet Union had not assumed that there would be any assistance toward the sale of Russian films in the USA in return for buying Hollywood product.

Observanda

Capital City

Typodermic Injections

Douglas Walter of the Ace will become assistant manager of the new Downtown Theatre of 20th Century . . . **The film lads** who linger at Child's Long Table every lunch hour were Displaced Persons during a recent noon. A club luncheon group made DP's of them . . . **Harry Sniderman** of the Adelaide has bought into the Warwick, which is the old Royal Cecil at Jarvis and Dundas, and will make a sportsmen's rendezvous out of it . . . **There will be** a subway opening at the corner of the Film Exchange Building, it's said.

Announcer of the Cerdan-Zale fight ought to get a medal for his courage. He told the listeners who was leading in the fight. That's something fight announcers avoid like poison, even when a fight is one-sided. Unless there are knockdowns by one fighter only you would have trouble picking the winner from what the radio man is saying . . . **Have you ever** noticed how clever jewelers are in hiding price tags on their window goods? . . . **Is that our** Jackson Barker of FPCC who is producing that CBL jazz show? . . . **They ought** to call the "What's Your Beef?" show "The Discontented Hour."

Jack Melzer of the King's Playhouse writes from NY that "I just figured out that the Roxy Theatre has more people on the staff looking after the lineup than it takes to fill the King's Playhouse"... **Leo White,** who played the French Count in the old Chaplin comedies, died in Hollywood recently at 68. I had quite a chat with him in Hollywood a couple of years ago and found him a very interesting person. A bit of his comment about Chaplin was printed here and reprinted elsewhere . . . **Near Halifax,** Pennsylvania, a sign in front of a monument company reads: "Drive carefully. We can wait."

In Washington I met Jake Flax, who sent regards to Alf Perry. Also Bob Warner of Dallas and a Chicago lad, Martin Lyons, both Manley men, said to say hello to Paul Maynard for them . . . **I think I'll get rich** inventing a jacket for travelling on trains. It'll have thickly-padded sleeves for walking through the cars . . . **A Washington bank** urges folks to "Bank by Mail." A good idea . . . **Customs and immigration** inspection is being carried out in blitz fashion these days. Eight inspectors of several kinds descended on our car.

Worth realizing: Above the archives building in Washington it states that "What is Past is Prologue" . . . **My taxi driver** honked his horn at a motorist trying to cut in and said: "Gotta look out for those ducks. They ducks in and ducks out" . . . **An entertaining companion** is Willie Kurtz, known as "The Merchant of Menace" during his association with Arthur Mayer at the horror house, the Rivoli, NY. Willie, who just bought into the National in Washington, a legit house going movie, wandered around with me during what was left of the night. We met at the Variety Club.

American Guild of Variety Artists is trying to establish a local in Toronto, where quite a few artists already hold cards in USA branches. Lou Smolev is here from headquarters in NY . . . **Mavety's** had a short strike recently . . . **Marc Thibeault,** Montreal scribe and ex-Variety mugg, has started a fan mag, Parlons Cinema . . . **Fellow-Irkers:** Those guys who drive with their horns. Why doesn't the law impose the "unnecessary noise" bylaw or health officials regulate the volume and type of blast? . . . Joe Franklin and Peter Herschorn were in Toronto for a few days.

A head usher had been promoted to treasurer of a large theatre and not long after the young fellow had decamped with $4,000 — the day's receipts.

"Wonder why he did it?" someone wondered out loud.

"I guess," kidded a listener about that frequent excuse, "he must have seen too many movies."

Washington Dizzy-Go-Round

Washington is a city administered by three persons appointed by the president and approved by the Senate. Its citizens, of which one-third are colored, have no say in municipal affairs and no vote in national ones. It was once called Federal City, someone told me, and its Capitol building, the White House and other important structures were burned by the British in return for the Yanks setting fire to the government buildings in Toronto during the war of 1812-15.

The city's peacetime population is well under 500,000 and is divided between Official Washington and Unofficial Washington. The first type works for the USA or other governments, while Unofficial Washington earns its bread in hotels, theatres, restaurants and stores. There are no factories except those for supplying Washington only.

Washington, a planned city in which architecture is supervised, is probably the noblest-looking in the USA, if not the most beautiful. It has broad avenues, great stone buildings in which the Greek column is dominant, no ash cans but exceptional cleanliness, and many Colonial-style structures.

The USA may be the home of the free but Washington is the land of the pigeon and squirrel, which are the constant companions of the storied heroes whose monuments adorn its many parks. The next most ubiquitous of God's creatures which thrives in Washington is the white-capped sightseeing guide. Even though there is little night life and no Sunday liquor, it is still the most cabified city I have seen. The military influence is strong, for private buses pick up or drop army or navy personnel.

Washington is history-conscious—past or in the making. In front of the American Forestry Association Building there is a slice of a giant California redwood which was 800 years old when cut. A sign reminds you that the tree, among other things, was 79 years old when the Magna Carta was signed and 356 years of age when Columbus discovered America. In the Congressional Library may be seen the originals of the Constitution, the Declaration of Independence and the Bill of Rights, as well as Lincoln's Gettysburg speech, the Mazarin bible, early copies of the Magna Carta, the first books printed in England, Italy and other countries, etc.

During the few days that I looked at these and other things the Washingtonian was talking about the assassination of Bernadotte, the departure of Marshall for Paris, the 18th straight loss of the Washington Senators, Joe Louis' intention—admitted to interviewers in the city—of fighting again, and the air show at Bolling Field.

* * *

On Saturday we toured the White House, an arrangement made by Nathan L. Golden, the government's film commissioner, and we saw sections which are not commonly examined by visitors. They did a right nice job of rebuilding it since we burned it down. We had a good look at things because, being Saturday, the place was empty. President Truman was out of town campaigning — or "trying to get his lease renewed," as Red Skelton put it at the Variety dinner. The White House is charming in the warm manner of the 19th century.

We saw the portico which Truman built and which caused so much controversy. "They say that's the only constructive thing Truman has done as president," cracked one visitor who must have been a Republican. We saw the original newspaper cartoons which are sent the president by the artists and the dozens of honorary membership certificates, for these line the walls of the corridor to his office and the cabinet room. I stole a pencil off the President's blotter and afterwards Nate Golden gave us one each of Truman's monogrammed personal book matches and those for the "President's House," which bear the official seal of the USA.

We intend to present these and one from the Washington Press Club to our good friend, Bob McStay, book critic, all-

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Every effort should be made to give this reel the fullest coverage in our best theatres.

Signed: J. J. FITZGIBBONS.

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a NEW angle . . . with
a NEW treatment . . . in
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highlighting 60 girl singers in 10 minutes of lively entertainment . . . songs from Palestrina to a rollicking rendition of popular "Dry Bones".

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LUCKY IN LAUGHS!

THE LUCK OF THE IRISH

EVERYONE IS SAYING YOU CAN'T BEAT IT!

TYRONE POWER • ANNE BAXTER in "THE LUCK OF THE IRISH" with CECIL KELLAWAY, LEE J. COBB, James Todd, Jayne Meadows, J. M. Kerrigan, Phil Brown, Charles Irwin • Directed by HENRY KOSTER • Produced by FRED KOHLMAR • Screen Play by Philip Dunne Based on a Novel by Guy and Constance Jones

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LUCKY IN SONGS!

That LADY IN ERMINE

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EVERYONE IS SINGING ABOUT *That* BUSINESS!

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LUCKY IN LOVE!

THE WALLS OF JERICHO

THE ROMANTIC DRAMA THAT'S PACKING THEM TO THE WALLS!

CORNEL WILDE • LINDA DARNELL • ANNE BAXTER KIRK DOUGLAS in "THE WALLS OF JERICHO" with ANN DVORAK, Marjorie Rambeau, Henry Hull, Colleen Townsend, Barton MacLane, Griff Barnett, William Tracy, Art Baker • Directed by JOHN M. STAHL • Produced by LAMAR TROTTI • Screen Play by Lamar Trotti • Based on the Novel by Paul Wellman

YOUTH MONTH All Over America!

Thinks Television Exhib Nightmare

(Continued from Page 1)

of interests in the radio field, is the author of an article called "Television: There Ought to Be a Law." In it he suggests that Congress ought to work out "a comprehensive national policy for television" before it is too late to do the public the most good with it.

In a few years, when there are millions of television sets in American homes, "many a motion-picture theatre owner will begin defaulting on his mortgage," newspapers will lose advertising and novels readers, he says.

An advertising agency poll in New York showed that television owners had seriously reduced their moviegoing and a radio survey revealed that while four per cent of radio owners listened to baseball games, 96 per cent of television owners were using their machines to follow the same events.

Here is a significant quotation from his article, an analysis which every Canadian exhibitor should buy, study and file.

"The effect of television upon the motion picture industry promises to be even more lethal. Not upon the producers, but upon the exhibitors. Hollywood, being a producing centre, will doubtless survive, for as picture exhibition dwindles, Hollywood will become increasingly engaged in producing films for television stations. In fact W. W. Watts, vice-president of the Radio Corporation of America, recently told the Society of Motion Picture Engineers that within five years television will annually consume perhaps as much as three times as many feet of film as are consumed in the making of moving pictures today. The motion picture exhibitor, however, looks forward to the coming of the television age with justifiable foreboding.

"Until less than a year ago, most of the owners and managers of movie theatres were inclined to make light of television's threat to their business. They pointed out that television broadcasters couldn't possibly afford to present pictures comparable in quality to the feature films that are shown in the theatres; they predicted that motion picture devotees would be dissatisfied with seeing films on the small home television screens; and they added that although there were certain things in which television would pretty surely excel—as in offering spot news pictures — the motion picture exhibitor could protect himself by bringing these things by television right to his patrons in the theatre. And so, in the years when any motion picture exhibitor could have had a television channel for the asking, scarcely an exhibitor—with the notable exception of Paramount—bothered to apply. Now that it is too late, exhibitors are scrambling for the few channels that remain; within a year we may expect to see them purchasing television stations at tremendous premiums."

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FPC Construction Program To Date

(Continued from Page 1)

of theatre, location, seating capacity and opening date are listed.

Strand, Virginiatown, 440 seats, November, 1946.

Normandy, Montreal, 630 seats, December, 1946.

Avenue, Montreal, 829 seats, May, 1947.

Hollywood annex, Toronto, 745 seats, August, 1947.

Victory, Timmins, 1,127 seats, September, 1947.

Paramount, Amherst, 756 seats, September, 1947.

Paramount, Campbellton, 778 seats, September, 1947.

Vaughan, Toronto, 929 seats, November, 1947.

Glendale, Toronto, 995 seats, December, 1947.

Lairet, Quebec City, 840 seats, January, 1948.

Van Horne, Montreal, 828 seats, January, 1948.

Nortown, Toronto, 959 seats, March, 1948.

Little Elgin, Ottawa, 400 seats, April, 1948.

Strand, Aylmer, 600 seats, August, 1948.

Paramount, Saint John, 1,500 seats, September, 1948.

At present, under construction by Famous Players and associates are the following theatres representing 13,641 seats. Estimated cost of these theatres is in excess of $4,000,000:

Capitol, North Battleford, 650.
Paramount, Rouyn, 650 seats.
Donlands, Toronto, 900 seats.
Paramount, Halifax, 1,200 seats.
Paramount, Moncton, 1,200 seats.
Paramount, Kelowna, 900 seats.
Paramount, Peterborough, 937 seats.
Paramount, Prince Rupert, 700 seats.
Paramount, Port Arthur, 944 seats.
Paramount, Chilliwack, 900 seats.
Downtown, Toronto, 1,060 seats.
University, Toronto, 1,600 seats.
Cobourg, 750 seats.
Kapuskasing, 750 seats.

These theatres have been privately built and leased to Famous Players and associates who are operating them. There are 3,653 seats in this group:

Marathon, Marathon, 520 seats.
Strand, Deep River, 450 seats.
Strand, Red Rock, 246 seats.
Fort, Fort William, 585 seats.
Ahuntsic, Montreal, 662 seats.
Century, Sudbury, 600 seats.
Crescent, Red Deer, 600 seats.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 13, No. 38 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

SHORT THROWS

CANADIAN and American business has increased from 30 to 35 per cent since July because of the quality of Universal's product, President Nate Blumberg said in New York while announcing resumption of production in October. Thirty features will be completed by the end of 1949.

Blumberg denied rumors that Universal-International was in financial trouble and would be sold and that Bill Goetz and Leo Spitz were resigning.

LARRY PARKS has settled contract differences with Columbia and will start "Jolson Sings Again" in October, which Sydney Buchman will produce. Parks got a new contract and back pay for most of the year-and-a-half he refused to work.

WALTER WANGER'S intention of releasing his $9,000,000 "Joan of Arc" on a roadshow basis is getting opposition from USA exhibitors.

ODEON showed the Eagle-Lion Olympic reels for one midnight show at the Odeon-Toronto, then double-dated them at the Fairlawn and Danforth.

HOPE all government statistics are not as puzzling as those issued about the Canadian motion picture industry.

BRITISH COLUMBIA is getting all the movie stars these days. Bing Crosby was just mobbed out there and Alexis Smith, who was born in Penticton, dropped around the old district. Jerry Colona and Gabby Hayes were also there recently.

IT COULD BE that legal fireworks affecting the industry will go off in Ottawa shortly.

USA TRADE PAPERS are carrying Toronto correspondence which rumours Paul Nathanson is rejoining Famous Players. Wonder what that means?

GOOD CASTING. Jesse Lasky wants to make Trilby with James Mason as Svengali. He's trying to borrow Jennifer Jones from DOS for the title role, after failing to get Valli. The role is a natural for Mason.

Rachel and The Stranger

with Loretta Young, William Holden, Robert Mitchum

RKO 93 Mins.

AN EXCEPTIONALLY WELL HANDLED COMEDY, DRAMA ACTION STORY EMBELLISHED WITH FINE PERFORMANCES: SHOULD RENDER FULL SATISFACTION TO AUDIENCE.

In a performance comparable in many respects to her achievement in "The Farmer's Daughter," Loretta Young once again proves her capacity for delineating a fine role.

"Rachel and the Stranger" is adapted from Howard Fast's novel of backwoods Americana, the Ohio frontier country in the early part of the 19th Century. It is a simple, yet forcefully told story of primitive domesticity which assumes dignity, feeling and even in its concluding stages some fine excitement.

The widowed Holden and motherless Gray find it rather hard going on their farm which they have carved out of the wilderness. Holden decides a woman is needed about the place. He goes to the nearby town and finds Miss Young, a bondswoman, whom he forthwith buys and marries. This is not to young Gray's liking but she applies herself to the chores and attempts to ingratiate herself with the pair. They tolerate her for a spell until Robert Mitchum, a wilderness cruising hunter pops up on the scene and shows her a good deal more attention that her immediate "family."

With Mitchum about the place the triangle assumes comic aspects which are handled in good taste and inoffensively disposed of to the end that at length Miss Young decides she will go back to town. As she is journeying there young Gray warms to her and Holden and Mitchum decide they have been playing at damfools long enough.

An Indian attack, however, occurs at this time. Gray is sent for aid. Mitchum and Holden dash back to the farm. Miss Young joins them. The fight with the Indians is vivid, exciting stuff handled in the best manner. The Indians are driven off but the place is burned.

CAST: Loretta Young, William Holden, Robert Mitchum, Gary Gray, Tom Tully, Sara Haden, Frank Ferguson, Walter Baldwin, Regina Wallace.

CREDITS: A Dore Schary Presentation; Producer, Richard H. Berger; Director, Norman Foster; Screenplay, Waldo Salt; Executive producer, Jack J. Gross; From the story by Howard Fast.

DIRECTION: Fine.

PHOTOGRAPHY, Very Good.

Blanche Fury

with Valerie Hobson, Stewart Granger

Eagle-Lion (Technicolor) 93 Mins.

WELL DIRECTED, PERFORMED BRITISH PERIOD PIECE SHOULD DO ITS BEST BUSINESS WITH THE FEMALE AUDIENCE ELEMENT. GOOD PRODUCTION VALUES.

Directionial effects displayed by Marc Allegret will considerably enhance the audience reception of this British production. He has taken the flashback device and put it to new use and treatment. One of his most compelling effects is the camera conception of a woman dying. He uses the camera to interpret fading vision and progressive demise.

Richly rendering the period of the story in Technicolor, the story is one of the cracking of a dynasty based on ownership of an estate called Clare Hall. Once in the possession of the Fury family, it is in other hands when the narrative gets started. Stewart Granger, illegitimate son of the founder of the line, lurks on the grounds as steward. He is given to brooding.

Miss Hobson is a lady's companion when she is summoned to Clare Hall to become a governess to the young, motherless heiress to the place. She brings freshness and beauty with her. A slow, smoldering passion is indicated between her and Granger which culminates in the real thing after she marries Michael Gough.

Their passion desperate, after a bit they plot to kill the present owner of Clare Hall and his son. Trouble with some gypsies in the vicinity acords them an opportunity to accomplish a double murder. There is no suspicion. That is until Granger, now in command, indicates that in order to be master of the place young Suzanne Gibbs must be put out of the way. Miss Hobson is horrified at this and goes to the police to tell them how Granger murdered Gough and Walter Fitzgerald. Granger is arrested, goes on trial and eventually is sentenced to hang. The fates have insured that Clare Hall remain in his family strain. Miss Gibbs is killed in a riding accident. At the end Miss Hobson gives birth to Granger's son.

CAST: Valerie Hobson, Stewart Granger, Michael Gough, Walter Fitzgerald, Suzanne Gibbs, Maurice Denham.

CREDITS: A Cineguild Production; Producer, Anthony Havelock-Alan; Director, Marc Allegret; Screenplay, Audrey Lindop, Cecil McGivern; From the novel by Joseph Shearing; Photography, Guy Gren, Geoffrey Unsworth.

DIRECTION, Good.

PHOTOGRAPHY, Good.

UK Showmen Ask For Quota 'Out'

Worried that they will have to use reissues of British films for over half of the 45 per cent of screen time they are forced to devote to British-made productions by the new regulations which came into effect October 1st, some 2,700 of Britain's 4,000 cinemas have applied for exemptions of one kind or another from the ruling. It is expected that about one-half of all those who applied will be given special consideration by the government.

The present requirement is about 20 per cent of screen time for British films. Exhibitors who fail to meet the new minimum requirements are liable to fines ranging up to £200 (about $1,000) and a possible revocation of their theatre licenses. Because the British production industry, which fathered the increase in screen time requirements, is unable to fill promises of sufficient British films, the Board of Trade has been besieged for special exemptions by worried exhibitors.

According to official circles, some 1,500 of 2,700 applications now on file at the Board of Trade will get favorable consideration. Exemptions will range from theatres required to give over only 10 per cent of their time to British films up to those who will be asked to show at least 40 per cent.

Exhibitors are worried because American film interests, which have supplied the bulk of movie entertainment in the past, decided last month to refuse to book their feature films on the same bill with British films after October 1st. The result is that British exhibitors will have to show all-British or all-American programs as soon as their advance bookings run out.

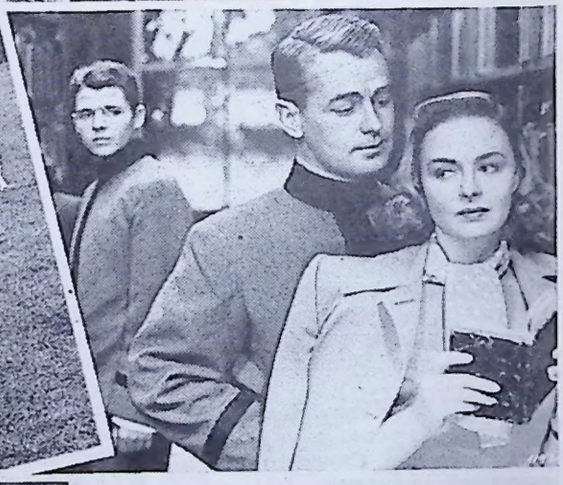
The refusal of Hollywood producers to double bill their productions with those of British studios was caused by the attempted reversal of UK films from the lower half of the bill to the top spot. This would have increased their allowance for screen time but would have cut down the American take to 15 per cent in place of the usual 30 commanded by USA product.

Scott Brady Signed

Scott Brady has been signed for the leading male role in Aubrey Schenck's "Wyoming Mail," which Eagle Lion (Hollywood) Films will release.

Para's 'Beyond Glory' West Point Story

STARRING Alan Ladd and Donna Reed, Paramount's "Beyond Glory" is sure to please the Ladd fans, whose numbers are legion, as well as all those who like a military theme in their screen fare. Primarily the story is of the rehabilitation of a returned veteran while a cadet at West Point.



Tom Daley Heads Kiwani Kid Work

Toronto Downtown Kiwanis' chairman of the most important branch of its work, the Police K Club, is Tom S. Daley, manager of Famous Players' Imperial Theatre. The genial theatre executive has long been an active member of the Kiwanis, whose club in downtown Toronto is one of the finest in the entire international roster, and is still chairman of the entertainment committee.

Daley is a member of Famous Players' 25 Year Club and most of his years of service have been spent managing Toronto downtown first runs. He is also a member of Variety and the Picture Pioneers and is a good example of the showman who generates good will for his industry.

The Police K Club, above a Toronto police station, serves 300 boys between the ages of six to 14 who live in socially unhealthy areas. These underprivileged boys, of 16 nationalities, can share a craft shop, library, recreation room and a gymnasium with showers. A permanent director has charge and instructors in boxing, plastics, carpentry and other sports and crafts are always on hand.

The Police K Club operates Klub Kiwani, a summer camp at Huntsville which occupies the site and buildings used by the Norwegian Air Force during the war.

A nurse checks weekly on the physical condition of members and gratis dental and tonsil service is provided.

The Police K Club is Tom's favorite form of pleasure.

20TH DAY-DATES FOUR THEATRES

Opening of the 1,050-seat Downtown Theatre at Yonge Street and Dundas Square will set off a four-theatre day-and-date policy for Toronto by 20th Century Theatres. The houses which will participate are the Downtown, State, Scarboro and Glendale. The last three are located respectively in the west, east and north parts of the city.

By doing this a film might play to a larger audience than in a one-theatre first-run. This not only satisfies the distributor but gives the competing circuit the chance to bid for top product.

First film to test the idea will be Hollywood Eagle-Lion's "Let's Live a Little," starring Robert Cummings and Hedy Lamarr.

Nat Taylor, head man of 20th Century Theatres, is also the leading figure among those who own International Film Distributors, which handles Hollywood Eagle Lion in Canada. The policy helps both enterprises.

Washington Dizzy-Go-Round

(Continued from On the Square)

round scribbler and Variety mugg. Robert has a collection of book match covers.

About the White House—George Washington never slept there. The first president to be inaugurated in Washington was Thomas Jefferson.

* * *

We visited the silent forest of stone that is Arlington Cemetery, where any former USA soldier or sailor may be buried at the expense of the government. Thousands of simple little stones attest that many have preferred it as a last resting place. On a lonely hill one of these simple markers stands alone. It marks the grave of General of the Armies Pershing, who asked that his stone be no different from those of the men with whom he served.

In Arlington there is a monument erected by the Canadian government in honor of the Americans who served in our armed forces. We saw the grave of the Unknown Soldier and watched that impressive ceremony, the changing of the guard. We also saw the magnificent stone-and-marble Arlington amphitheatre, which seats 5,000.

* * *

We then visited Alexandria, Virginia, the heart of what was called "The Old Dominion" and the cradle of American history. Many of the buildings are the same ones which stood at the time of the American revolution and there are still several blocks of stone roadway laid by captured Hessians. Being there made you forget the world as it is and gave you the feeling that the Revolution and the Civil War had happened but a few days ago and that it was too bad that things had to come to such serious conflict. There was a feeling of time having been wiped away and this endured as we went on to lovely Mount Vernon, the broad estate of George Washington. The green hills that curve downward from the main building to the Potomac are like the skirt of an elegant and lovely lady curtsying gracefully.

* * *

The last thing I saw on that particular tour was the Lincoln Memorial, a sight that stills you and fills you with love and admiration. I cannot describe the scene and how it makes you feel, for it must be experienced.

It made Scott Lett of Charlotte, North Carolina, one of my companions, remember an incident of his boyhood in New York. A stone thrown by a boy had broken a window pane in a building in which the statue of Lincoln was being carved. The window was left unreplaced but beside it workmen had hung a sign: "The boy who threw a stone through that window damaged part of a statue of Abraham Lincoln." No more panes were broken after that.

The Variety lads with whom I took in the sights reported here were fine and friendly fellows. They were the aforementioned Scott Lett; H. H. (Hec) Everett, Charlotte; Julius Schepp, Dallas chief barker; and Jimmy O'Neil of San Francisco.

We were grateful to Carter Barron, Frank Boucher, Nate Golden and the other Washington Variety boys for the fine job they did of staging the Humanitarian Award dinner and for their hospitality at the clubrooms in the Willard Hotel. And we owe a nod to Jack Berenson and Jim Clark for their excellent party.

Good Exploitat'n For IFD's 'Mickey'

An outstanding exploitation campaign on Eagle Lion (Hollywood) Films' "Mickey," developed by Bill Falls and Russ McKibbin, managers of the Nortown and Victoria Theatres in Toronto, and Irving Herman, publicity head of International Film Distributors, resulted in a three-week engagement on the film in its day-and-date first run at the two Queen City theatres. This despite the hottest weather in years and the competition of the Canadian National Exhibition, which attracts an average of over 200,000 people a day for two weeks.

Feature of the campaign was a teen-age contest which ran for 18 days on a local radio station. Hundreds of entries were received and the winner, a 14-year-old Toronto girl, was awarded over 20 prizes ranging from a complete outfit of wearing apparel to cash donated by local merchants and firms which featured window displays and posters of the "Mickey" stunt across the whole city.

In addition, the winner and her boy friend were treated to two dates on two different days. The first at the CNE, occupied the whole day and was highlighted by numerous radio appearances, in which solid plugs for the film were broadcast, and the appearance of the duo on the stage at the Olsen and Johnson show before 22,000 people. The second was a dinner and dance engagement at the Casa Loma two days later.

In addition to the newspaper and radio publicity gained by the contest, spot announcements were used on all Toronto radio stations.

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Progressive Exhibitor
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"RED RIVER" is Excellent!

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—M. P. HERALD

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